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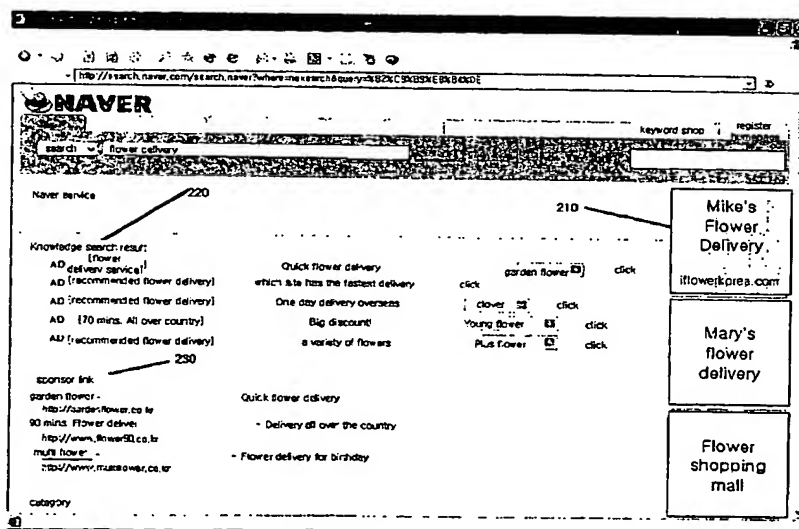
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR GENERATING A SEARCH RESULT LIST



(57) Abstract: The present invention relates to a system and method for generating a search result list in response to a search request through a communication network. A method for generating a search list according to the present invention comprises the steps of selling keywords associated with predetermined search list order display methods through a tender, maintaining a database including a plurality of search list orders, receiving the search request from a searcher, identifying the search list orders associated with the keywords corresponding to the search request, and arranging at least a portion of the search list orders according to the predetermined search list order display methods. According to the present invention, a purchase competition for a particular keyword is mitigated and selling prices for keywords can be determined at a proper level.

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INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER

IPC7 G06F 17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC7 G06F-17/60- G06F-19/00 -

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
Korean patents and applications for inventions since 1975
Korean Utility models and applications for Utility models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
WPI, PAJ, IEEE/IEE Electronic Library (Since 1988) "INTERNET, SEARCH, DIRECTORY, ADVERTISEMENT, PORTAL SITE"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 2001-78464 A (SEO, JAE YEONG) 4 AUGUST 2001 (04. 08. 2001.) THE WHOLE DOCUMENT	1, 9, 26, 30,31
Y	KR 2002-35057 A (DASAN CAPITAL CO., LTD. et al.) 9 MAY 2002 (09. 05. 2002.) THE WHOLE DOCUMENT	1-31
P, Y	KR 2003-76545 A (FREECHAL INC.) 26 SEPTEMBER 2003 (26. 09. 2003.) THE WHOLE DOCUMENT	1-31
A	KR 2001-92922 A (LEE, HYEON GU) 27 OCTOBER 2001 (27. 10. 2001.) THE WHOLE DOCUMENT	1-31

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☐ See patent family annex.

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